

1 of 4

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

COUNTY & MUNICIPAL EMPLOYEES SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER

CONTRACT TOTAL IS \$28,400

PLS CONFIRM ASAP

THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	5A-530A		:30	\$450.00	09/06-09/07	3	1	3	\$1,350.00	
		Buyline Comment: EARLY AM NEWS										
	2	M	5A-530A		:30	\$450.00	09/10-09/10	2	1	2	\$900.00	
		Buyline Comment: EARLY AM NEWS										
	3	TH-F	7A-9A		:30	\$750.00	09/06-09/07	2	1	2	\$1,500.00	
		Buyline Comment: GOOD MORNING AMERICA										
	4	M	7A-9A		:30	\$750.00	09/10-09/10	1	1	1	\$750.00	
		Buyline Comment: GOOD MORNING AMERICA										
	5	TH-F	10A-11A		:30	\$1,000.00	09/06-09/07	1	1	1	\$1,000.00	
		Buyline Comment: THE VIEW										
	6	M	10A-11A		:30	\$1,000.00	09/10-09/10	1	1	1	\$1,000.00	
		Buyline Comment: THE VIEW										
	7	TH-F	11A-12P		:30	\$650.00	09/06-09/07	1	1	1	\$650.00	
		Buyline Comment: MIDDAY NEWS										
	8	M	11A-12P		:30	\$650.00	09/10-09/10	1	1	1	\$650.00	
		Buyline Comment: MIDDAY NEWS										

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	TH-F	5P-530P		:30	\$900.00	09/06-09/07	1	1	1	\$900.00	
		Buyline Comment: 5PM NEWS										
	10	M	5P-530P		:30	\$900.00	09/10-09/10	1	1	1	\$900.00	
		Buyline Comment: 5PM NEWS										
	11	TH-F	6P-630P		:30	\$1,000.00	09/06-09/07	1	1	1	\$1,000.00	
		Buyline Comment: 6PM NEWS										
	12	M	6P-630P		:30	\$1,000.00	09/10-09/10	1	1	1	\$1,000.00	
		Buyline Comment: 6PM NEWS										
	13	TH-F	630P-7P		:30	\$1,100.00	09/06-09/07	1	1	1	\$1,100.00	
		Buyline Comment: 630PM NEWS										
	14	M	630P-7P		:30	\$1,100.00	09/10-09/10	1	1	1	\$1,100.00	
		Buyline Comment: 630PM NEWS										
	15	TH-F	7P-730P		:30	\$850.00	09/06-09/07	1	1	1	\$850.00	
		Buyline Comment: ACCESS HOLLYWOOD										
	16	M	7P-730P		:30	\$850.00	09/10-09/10	1	1	1	\$850.00	
		Buyline Comment: ACCESS HOLLYWOOD										
	17	TH-F	730P-8P		:30	\$850.00	09/06-09/07	1	1	1	\$850.00	
		Buyline Comment: MILLIONIAIRE										
	18	M	730P-8P		:30	\$850.00	09/10-09/10	1	1	1	\$850.00	
		Buyline Comment: MILLIONAIRE										
	19	SA	7A-8A		:30	\$850.00	09/08-09/08	1	1	1	\$850.00	
		Buyline Comment: SATURDAY G.M.A.										

Station KTNV-TV LAS VEGAS, NV

Advertiser () .AFSCME

Product A.F.S.C.M.E.

Estimate#

Buyer LISA CABANEL

Phone#

Fax#

Agency () CAMPAIGN GROUP

1600 LOCUST ST

PHILADELPHIA, PA 19102

Agency C/P1/P2/E

Flight Dates 09/06/2012 - 09/10/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	20	SU	7A-8A		:30	\$850.00	09/09-09/09	1	1	1	\$850.00	
			Buyline Comment: SUNDAY G.M.A.									
	21	SA	530P-8P		:30	\$3,500.00	09/08-09/08	1	1	1	\$3,500.00	
			Buyline Comment: SATURDAY NIGHT FOOTBALL									
	22	SU	8P-9P		:30	\$4,500.00	09/09-09/09	1	1	1	\$4,500.00	
			Buyline Comment: SECRET MILLIONAIRE									
	23	TH-F	630A-7A		:30	\$750.00	09/06-09/07	1	1	1	\$750.00	
			Buyline Comment: AM NEWS									
	24	M	630A-7A		:30	\$750.00	09/10-09/10	1	1	1	\$750.00	
			Buyline Comment: AM NEWS									

---REPORT TOTALS---

Report Totals: 28 / \$28,400.00

---SALES MONTHLY TOTALS---

Sep 12: 28 / \$28,400.00

Sales Totals: 28 / \$28,400.00

Station Totals: 28 / \$28,400.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$157,778	KBLR	0%	KLAS	21%	KSNV	25%	KTNV	18%	KTUD	0%
		KVCW	2%	KVMY	1%	KVVU	33%				

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12

Demos RA35+, RHOMES

Station	KTNV-TV LAS VEGAS, NV	Agency	() CAMPAIGN GROUP	Rep Firm	
Advertiser	() .AFSCME		1600 LOCUST ST	Sales Office	() PHILADELPHIA
Product	A.F.S.C.M.E.		PHILADELPHIA, PA 19102	Salesperson	() ANJIE BRADY
Estimate#		Agency C/P1/P2/E			
Buyer	LISA CABANEL	Flight Dates	09/06/2012 - 09/10/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-567-5938
Fax#					

--- CREDIT RISK ---
INSUFFICIENT INFO FOR CREDIT ASSESSMENT